



6-5-06

JFW3661

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Date of Deposit: June 2, 2006

BRINKS  
HOFFER  
GILSON  
& LIONE

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Darren J. Davis et al.

Appln. No.: 09/911,674

Filed: July 24, 2001

For: SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A SEARCH  
RESULT LIST GENERATED BY A  
COMPUTER NETWORK SEARCH ENGINE

Examiner: Nguyen, Cuong H.

Art Unit: 3661

Attorney Docket No: 9623/334

Mail Stop AF  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450  
Sir:

## TRANSMITTAL

## Attached is/are:

- ☒ Response to Notice Regarding Drawings (3 pages); 9 sheets of replacement drawings  
☒ Return Receipt Postcard.

## Fee calculation:

- ☒ No additional fee is required.  
☐ Small Entity.  
☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).  
☐ A petition or processing fee in an amount of \$\_\_\_\_\_ under 37 C.F.R. § 1.17(\_\_\_\_).  
☐ An additional filing fee has been calculated as shown below:

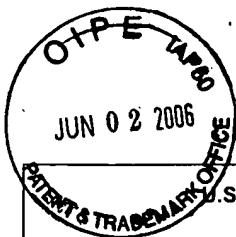
|   |                                     |       |                                    |                  | Small Entity |           |    | Not a Small Entity |           |
|---|-------------------------------------|-------|------------------------------------|------------------|--------------|-----------|----|--------------------|-----------|
|   | Claims Remaining<br>After Amendment |       | Highest No.<br>Previously Paid For | Present<br>Extra | Rate         | Add'l Fee | or | Rate               | Add'l Fee |
| Total                                     |                                     | Minus |                                    |                  | x \$25=      |           |    | x \$50=            |           |
| Indep.                                    |                                     | Minus |                                    |                  | X100=        |           |    | x \$200=           |           |
| First Presentation of Multiple Dep. Claim |                                     |       |                                    |                  | +\$180=      |           |    | + \$360=           |           |
|   |                                     |       |                                    |                  | Total        | \$        |    | Total              | \$        |

## Fee payment:

- ☐ A check in the amount of \$\_\_\_\_\_ is enclosed.  
☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.  
☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

June 2, 2006  
Date  
John G. Rauch (Reg. No. 37,218)BRINKS  
HOFFER  
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NBC Tower - Suite 3600, 455 N. Cityfront Plaza Drive, Chicago, IL 60611-5599



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Our Case No. 9623/334

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|                             |   |                            |
|-----------------------------|---|----------------------------|
| In re Application of:       | ) |                            |
|                             | ) |                            |
| Darren J. Davis et al.      | ) |                            |
|                             | ) | Examiner: Nguyen, Cuong H. |
| Serial No. 09/911,674       | ) |                            |
|                             | ) | Group Art Unit No. 3661    |
| Filing Date: July 24, 2001  | ) |                            |
|                             | ) |                            |
| For SYSTEM AND METHOD FOR   | ) |                            |
| INFLUENCING A POSITION ON A | ) |                            |
| SEARCH RESULT LIST          | ) |                            |
| GENERATED BY A COMPUTER     | ) |                            |
| NETWORK SEARCH ENGINE       | ) |                            |

**RESPONSE TO NOTICE REGARDING DRAWINGS**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Notice Regarding Drawings dated April 4, 2006, please amend the application as follows:

**Amendments to the Drawing** begin on page 2 of this paper and include 9 replacement sheets.

**Remarks** begin on page 3 of this paper.